

Growing in Lake Park

*Village of Lake Park
Economic Development
Commission Meeting*

*Meeting Minutes: Thursday, June 20, 2013
Location: Lake Park Community Center
Attendees: Sandy Coughlin, Doug Lucas, Kendall Spence, and Sharon Williams
Absent: John Box
Guest: Margaret Phillips*

Call to order & Prayer

Sandy called the meeting to order at 6:38 pm and Kendall offered a prayer.

Minutes, Announcements & Finance

The May meeting minutes were emailed to the EDC commissioners for review prior to presentation to Council June 11, 2013. The minutes, approved at this meeting, will be emailed to Mark for the .gov website after tonight.

The 2013-14 budget request was approved for \$5000. All outstanding expenses for the 2012-2013 fiscal year need to be submitted by June 30, 2013, including lunch receipt for the May 21 EDC event. Kendall will present Welcome certificates to Bellasera Bistro and Mama's Mexican Café.

Council Comment

New Stop Signs: The Village has installed stop signs on Creft at the Balsam crossing and placed cones to alert motorists. Two more stop signs will be placed on Creft at the crosswalk near Emma. Street striping is part of both intersection changes. The Community Center parking lot was also re-striped.

Old Business: Village Development Strategic Goals

A. Commercial Enhancements

1) Signage: Doug has installed the solar lighting on the blade signs and will repaint the damaged arrow.

More lighting was suggested but the consensus was to give it another month and see if the new lights

escape the notice of vandals. Exterior light replacement is ongoing at village monuments.

2) Commercial Core: Four Volodko benches were installed on Meeting Street and Creft Street.

James Ross could not attend this evening, so the draft of an exterior design is rescheduled for July 18.

Kendall will be in touch with him before then.

B. Direct Mailers

Interest has died in promoting a direct mailer this year. Sharon reported that John and the Heartlink

owner, Babette Caudle, attended the April breakfast meeting at Total Tranquility.

C. mylakepark.com commercial website

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011											34	45
2012	57	42	31	11	17	59	25	30	21	28	14	13
2013	22	26	28	34	25							

D. Monthly Business Leader Meetings

- 1) Business Coach Harvey Smith is confirmed as motivational speaker for **June 25 Business Lunch** and Sandy mailed out a printed announcement letter on June 14. John has been asked to arrange with Mama's Mexican Café to cater. Doug and Sandy will arrive early at 11:30 am to set up tables, chairs, screen.
- 2) John has confirmed Jason Mink (COGnition) to present to the **August 20** meeting; a lunch.
- 3) Sharon will confirm Babette Cauble (HeartLink) for **October 22**.

Old Business:

Town Center Leasing Update

Town Center Renewal: John emailed this afternoon that a bakery has picked up a lease on the space previously leased by Grow Market and will likely be operating in August.

Communication & Events Calendar & Kiosk

Email or phone news items to Sandy before the July 12 Villager deadline. The next issue can be on www.lakeparknc.gov by the 19th and in homes by June 23

Commissioner Comment

- A. Sharon reported that Total Tranquility's permanent sign is installed. She requested ideas for promotion and may consider bringing a massage chair to events in Town Center Park. Two of the participants in the May 25 Grand Opening event backed out on the flyer after it was printed with their logos. Events calendar was distributed to the businesses, churches and schools in May so they can coordinate with public relations .
- B. Doug's dad is in poor health and prayers are welcome.

Public Comment

- 1) A. Margaret raved about the Grand Opening Event that Total Tranquility presented with other Town Center businesses ~ 'best ever'. The salon's ambience, music and food were 'perfect'.
- 2) The June 7 'Fun Friday' (first Fridays) lunch at Mama's Mexican Café had a good start with over 25 people of all ages attending.

Next Meetings

**Thursday, July 18, 2013
at Community Center**

**Thursday, August 15, 2013
at Community Center**

Adjourned by consensus at 7:30 pm.